

LOOKERS INTO BOOKERS

WEBSITE AUDIT

WORKSHOP TWENTY TWO

WEBSITE AUDIT CHECKLIST

○ Looks Great ○ Needs Work ○ Needs Immediate Action

Overall Website Design

○ ○ ○

Your customers experience starts with the first click and today's online visitors are savvy and will judge your whole business by what he or she sees in the first 3 seconds. Make your first impression count! Be honest!

Home Page Headline

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Your headline should be attention-grabbing, and your page copy should be clear and concise. It should effectively explain what you do, who you do it for, and why they should buy.

Home Page Products

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Your home page should contain the key products and/or destinations you cater for in a visual way. These should display an image, title, price, available dates and, if possible, a short description. If a product is on offer it should also display an offer 'flash' across the product (usually the image).

Main Navigation

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A simplified navigation system will intuitively help your website visitors know where they are on their site, where they can go, and how to get back again. Your book button should be no more than 3 clicks away.

Images

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High-quality, relevant images can increase user engagement on your website, improve your position in search engines like Google, and help build your brand.

Mobile Friendly

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On average, visitors now spend more than half of their time online on a mobile device and this is only set to increase. This means a mobile friendly website is now a critical 'must have' part of your online presence. For this test use Google's own mobile friendly tool. <https://search.google.com/test/mobile-friendly>

Mobile Navigation

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Optimising the user journey on mobile is hugely important. Your current menu is very simple to use and clean, however, the menu in its current form will only work for small sites. Those customers requiring a larger menu structure may struggle.

Mobile Page Length

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One of the main 'faults' that most websites have is it contains all the same content as the desktop version. Mobile websites should be optimised to contain only the most relevant content. It should be 'app like'.

Mobile Footer

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On average around 5-10% of users will use the footer as a navigation tool. This means that including branding elements such as your logo, summary text on your business and key navigation pages are recommended.

Call To Actions

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A call-to-action asks visitors to take a specific action on your site – buy, contact you, learn more, and so on. Every site needs at least one effective CTA in a noticeable place.

Newsletter Sign-Up



Newsletter sign-up forms are great for building up a list of potential customers that can be marketed too, but to receive a sign-up, you must first make an attractive offer enticing them to do so.

Trust Factor



Reviews help convince people to buy, because they are honest recommendations from people your visitors trust the most – other customers.

Phone Number



Your website should display your phone number in a prominent place – for example, in the top right corner or in the mobile header to make it easy for web visitors to contact you.

Product Enquiry Form



An intuitive enquiry form will help you capture potential customers who are just not ready to buy yet as they may have a question or two. An Enquiry form keeps that lead warm rather than leaving your website.

Form Testing



Whether it is your main enquiry form, standard contact form of a newsletter signup, these call-to-actions should work across your site.

Online Chat



Live online chat can help to capture customers by answering their questions quickly; it can also drive more leads by reaching out to prospective customers before they leave. The availability of live chat assistance has been found to decrease sales cart abandonment by up to 30%.

Website Abandonment



From our studies, tourism businesses can receive more bookings and leads by providing a abandonment offer to their website users. As the customer looks to leave the site, a window displays offering them the chance to receive a discount code. Your website should provide this.

Social Buttons



Show that you are on other platforms but displaying your social icons and customers will look at these to build trust in your business.

Social Share Buttons



Make your content easily shareable across different social media platforms with just one click. You'll improve your branding and increase your traffic and exposure.

USP



Your Unique Selling proposition (USP) clearly describes how your product or service solves your customer's needs or desires better than the competition.

Video



Video is the best medium to sell your experiences. When it comes to consumers searching for travel ideas, 79% of them will search YouTube. 67% of them are unsure where they wish to go.

When someone lands on your home or main product page and they are presented with a video showcasing your experience, that consumer will decide to buy your product and click that all important book/enquire button 60,000 times faster.

Main Keyword Ranking On Page One



When your site shows on the first page of the search engines, it puts your business in front of prospective customers. This leads to increased visibility, traffic and revenue. Do you rank? – Do not include brand name searches!

WWW Resolve



Search engines consider example.com and www.example.com to be different. Unless you use a WWW Resolve, you could be penalised for duplicate content.

Crawlability



How Google and other search engines crawl your site is vitally important if you wish to rank. They must be able to read your pages easily. Take into account page crawl depth, broken links and other aspects.

Google Analytics



Analytics help you better understand your visitors and customers to improve engagement, usability and drive sales. Google Analytics & Tag Manager are popular free services.

Sitemap.xml File



A site map is a file that lists the pages in your site to help search engines find them easily.

Google My Business



Google My Business gets you in front of customers who are looking to buy. You'll stand out, whether people are looking for you on Google Search or Maps.

Blog/Travel Guides



An effective blog can improve your search engine position, drive more traffic to your website, position you as an industry leader and help generate more leads and customers.

H1 Tags



H1 tags can help improve your site's search engine ranking. They are also a best practice for accessibility, and help potential visitors determine your page's content.

META Title



META titles are an important factor in your search engine position. Note that search engines often only show about the first 70 characters of your title in their search results.

META Description



Search engines use this description to describe your page. Its maximum length is usually 156 characters. A good description can convince more searchers to click on your link.

You should also use your relevant page keywords as searchers will see the keyword bolded in search engine results page. That will increase your page's prominence and visibility, and will likely lead to more website clicks.

Broken Links



Broken links can cause a web page to return an error status. This can occur due to an incorrect or malformed URL, or because the page the link is leading to is broken or no longer exists, etc. Multiple broken internal links may discourage users from visiting other pages of your website, and as a result, your website rank may be downgraded.

Facebook Pixel



It's code Facebook provides that goes on your site so you can show ads on Facebook to people who have visited your site. It also tracks actions that can be used for optimising your Facebook ads.

Schema Markup



Schema markup code helps search engines return more informative results about your business to users and boost your website rankings.

Alt Tag Attributes



This piece of website code is used to tell visually impaired people what an image is about. It can also help search engines understand why you're using an image. You should add the ALT attribute to all your images.

Open Graph Markup



Open graph tags when used on your website allow you to control how and what content shows up when a link from your site is shared on Social Media sites like Facebook or Twitter.

Internal Linking



Having very few incoming internal links means very few visits, or even none, and fewer chances of placing in search results. It is a good practice to add more internal links to pages with useful content, linking together blogs and services. That way, you can rest assured that users and search engines will never miss them.

Low Text Ratio



Your text to HTML ratio indicates the amount of actual text you have on your web page compared to the amount of code. This warning is triggered when your text to HTML is 20% or less.

Search engines have begun focusing on pages that contain more content. That's why a higher text to HTML ratio means your page has a better chance of getting a good position in search results.

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Performance



The speed and security of your website will also impact your rankings and SEO. 47% of consumers expect a web page to load in 2 seconds or less. A 1-second delay in page response can result in a 7% reduction in conversions.

SSL Certificate



Your website must also contain an SSL Certificate as this does two things, gives your customers confidence when purchasing and also provides SEO benefits. Google will rank sites with an SSL higher than those without!

Terms & Policy



By law, all websites must have terms and conditions, privacy policy and include a registered business name, address and the VAT/Tax number.

Cookie Policy



If you do business in the EU, whether you are based here or not, your website should contain a Cookie Policy. If you live outside the EU, your website is hosted on a server outside of the EU and are targeting consumers anywhere other than the EU, you don't need a Cookie Policy.